

at a television workshop of the Association of National Advertisers in New York last week, said that one set of data Senator Moss has requested was a list of current programs for which the child audience make up 50% or more of the total viewing audience (32 programs qualified, he said, the bulk of them Saturday morning shows).

"The supposition," James D. Lyons, executive vice president and manager of the media research division at Nielsen told his audience, "is that any such programs might well be candidates for controls of some sort regarding violence or over commercialization (see page 22).

But Senator Moss's aide said the senator has no plans to apply his findings in hearings or legislation at this point.

### Program Briefs

**On the rise.** Warner Bros. Television announces that worldwide sales in January amounted to \$10,166,535, highest monthly TV distribution sales figure in company's history, topping previous monthly high by over \$3 million. Feature picture sales were predominant, company said, but total included all Warner Bros. product, including cartoons, series and features.

**On the road.** Metromedia's *Vaudeville*, new series of 13, one-hour specials starring old-time (and some new) vaudevillians, has been sold in 29 major markets, Metromedia Producers Corp. announces. Series is currently being aired on Metromedia TV stations in New York, Los Angeles, Washington, Minneapolis-St. Paul, Kansas City, Mo., and Cincinnati, as well as 23 other stations.

**Now in 70.** 20th Century-Fox Television, Los Angeles, announces that *Dinah, Dinah Shore* series produced by CBS owned-and-operated stations division, is now being seen in 70 cities. Following new stations signed following convention of National Association of Television Programming Executives in Atlanta last month: *KKVU* Las Vegas, *KOLR* Springfield, Mo., *WHTN-TV* Huntington, W. Va., *WMT-TV* Cedar Rapids, Iowa, and *WBRZ* Baton Rouge.

**Sundance team.** New broadcast music production firm, Sundance Organization Inc., Dallas, combines talents of Rush Beesley, formerly with William B. Tanner Co.; Chris Kershaw, formerly with PAMS and TM Productions, and Bob Gross, also with Tanner. Mr. Beesley will head company, Mr. Kershaw is production supervisor and music director and Mr. Gross is program-production consultant. Contact: 4631 Insurance Lane, Dallas 75205. (214) 528-2660.

**Off the ground.** First sale of Mort Crim's *One Moment Please* TV commentaries—spinoff from radio series launched several years ago—has been made to Post-Newsweek station group, according to Alcare Communications, distributing organization. Also buying in first flight: *WHAS-TV* Louisville, *KCRA-TV* Sacramento, Calif., *WHBF-TV* Rock Island, Ill., and *WTEN-TV* Albany, N.Y.

### Special Report

## Baseball's upward curve flattens a bit in '75

Price to broadcasters is up, but only \$1.25 million, and stations report that getting that much was a harder sell than in years past

Copyright 1975, Broadcasting Publications Inc.

Major-league baseball in 1975 will get a record \$44,495,000 from the sale of its broadcast rights. But the ball clubs' soaring overhead, especially the high cost of the Catfish Hunters, will be little offset by the scant \$1.25 million increase over last season's tab to radio and television.

Broadcasters, on the other hand, report that it has been one of the toughest years for selling baseball to advertisers. Nevertheless, they say they're matching—and in some cases surpassing—previous years' sales. The consensus: The buys are smaller, but the number is definitely greater. And the economic downswing that has turned off or discouraged customers from committing themselves to long-term buys through the summer has prompted broadcast salesmen to dig harder and deeper to uncover new prospects. Showing up with more frequency are sponsors in such categories as home and auto maintenance. Examples are Gabriel shock absorbers, Champion spark plugs, Delco, local car undercoaters, local building suppliers.

The 1975 radio and television money that the majors will receive breaks down this way:

- \$26,495,000 to the individual clubs from local and regional sales (\$14,670,-

000 in the National League; \$11,825,000 in the American League).

- \$18 million to the majors from NBC for nationally televised contests. It's a four-year agreement that ends this year.

- A good possibility that the kitty will be sweetened if Mutual Broadcasting System works out a deal with Baseball Commissioner Bowie Kuhn's office to revive a game-of-the-week plan.

There will be some changes in the faces and prices of the game plan that NBC-TV has drawn up for the coming season.

The network will hold the line on prices for nonweekend World Series games at \$130,000 per minute. The ratings of last year's Tuesday-through-Thursday (Oct. 15-17) Series games (all at night), with a 41-share average, were down from 1973's low-50s shares, in part, at least, according to observers, because the 1974 series was moored on the West Coast (Oakland vs. Los Angeles) and was resolved in short order (Oakland won in five games).

The All-Star Game's rate-card price will set a new record, though, at \$100,000 per minute (compared to last year's \$95,000).

The network's 1975 baseball coverage will feature a new wrinkle. At least one, and possibly two, evening telecasts of the American and National League's divisional playoff games are planned. On Tuesday, Oct. 7, beginning at 8 p.m., NBC will cover both leagues' games on a regional basis, and if one or both of the playoffs go beyond that third game (in a best-of-five series), the network will also be on hand with coverage on Wednesday, Oct. 8.

A minute on the playoff telecasts will cost a sponsor \$60,000, compared to the \$35,000 he'll have to pay for a weekend playoff game (the same as last year's price) and the \$20,000 he'll be billed for a weekday playoff (up from last year's \$19,000).

The regular-season network-TV schedule starts Saturday, April 12, at 2 p.m.,



Viewer's-eye view. NBC brings home the World Series, capping last season's coverage of major-league baseball.



# WOR-TV and the Mets: Always number one!

Whether they're in first or last place, New York has always had a love affair with the Mets.

The Mets have delivered like champions in the ratings with an average of 10 over the last 5 years... while the Yankees have averaged only a 5 rating in the past 5 years.

Not only are the Mets No. 1 in ratings, they are:

- **Tops in Major League attendance**
- **Tops in delivery across the board compared to the Yankees**
- **Tops in Male Viewer delivery**

- **Tops in density of Male Viewers**
- **Tops in pull in the upper income homes**
- **Tops in bonus audiences through CATV systems**
- **Tops in commercial format – (uncluttered)**
- **Tops in audience...at lower CPM**

*The New York Mets. Always No. 1, on New York's Number 1 station for sports.*  
WOR-TV  
Channel 9.



with the Oakland Athletics vs. the Texas Rangers in Arlington, Tex. This contest marks the first of a full schedule of 25 Saturday-afternoon games, and, as in the past two years, the cost-per-minute will remain at \$19,000.

Fifteen Monday-night games are again on tap, beginning with a Cincinnati-Los Angeles game from Dodger Stadium on April 14. This game, and the one on April 21, will cost sponsors \$50,000 a minute. The five Monday-night games in June will be knocked down to \$42,000

a minute, and the ones in July and August to \$35,000, to compensate for the fact that over-all audience levels decrease markedly during the summer months.

On the subject of announcers, NBC will bring to an end its controversial Monday-night guest-celebrity feature to handle play-by-play and color. Instead the network will go on Monday with the team of Curt Gowdy and Joe Garagiola (and occasionally Tony Kubek). Mr. Kubek will do the color on all the Saturday games, with the play-by-play being

shared on alternate Saturdays by Mr. Gowdy and Mr. Garagiola.

In addition, Mr. Garagiola will preside over *Baseball World*, a 15-minute lead-in to all the Monday-night games and all the World Series contests. A special hour-long edition previewing the new season will be aired Sunday, April 6 (3-4 p.m., NYT).

Sponsors that will buy at least 20 30-second spots during the course of the network baseball season include Sears, Roebuck & Co. (Foote, Cone & Beld-

## Baseball's '75 opening line-up: the money, stations, games sponsors

### AMERICAN LEAGUE-EAST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 825,000	\$ 775,000	WJZ-TV 4	WBAL 25	TV: National Brewing (Doner), Tasty Baking (Lewis & Gilman), Volkswagen (DDB). Radio: National Brewing (Doner), RPS Auto Parts, Commercial Credit (Doner), Maryland State Lottery Agency, Ezrine Auto Centers, all major sponsorships; Gabriel shock absorbers (Post-Keyes-Gardner), Atlantic Federal Savings, Sunpapers, all minor participations.
Boston	1,525,000	1,000,000	WSBK-TV 6	WHDH 50	TV: TBA. Radio: Falstaff/Narragansett beer (Needham, Harper & Steers), Delta Airlines (Burke, Dowling & Adams), Getty Oil (DKG Inc.), Gabriel shock absorbers (Post-Keyes-Gardner).
Cleveland	800,000	800,000	WJW-TV	WWWE 18	TV: American Motors (Cunningham & Walsh), Genesee Beer (Esty), Blue Cross/Blue Shield (Carl Liggett). Radio: Stroh's Beer (direct).
Detroit	1,200,000	1,000,000	WWJ-TV 5	WJR 50	TV: Pabst (Kenyon & Eckhardt), American Oil (D'Arcy-McManus & Masius), Lincoln-Mercury Dealers Association (K&E), PepsiCo (BBDO), Hygrade Foods (Doner), Automobile Club of Michigan (Stockwell & Marouse). Radio: TBA.
Milwaukee	600,000	600,000	WTMJ-TV 4	WTMJ 24	TV: Schlitz (Burnett), 1/4, True Value Hardware (direct) 1/4. Radio: Schlitz 1/6. Mautz Paints (direct) 1/9, Allis-Chalmers, minutes.
New York	1,300,000	1,300,000	WPIX 10	WMCA 40	TV: Miller Brewing (McCann-Erickson) and others TBA. Radio: F & M Schaefer (Summit), Gabriel shock absorbers (Post-Keyes-Gardner), Getty Oil (DKG).

### AMERICAN LEAGUE-WEST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTCA	KMPC 17	TV: Goodyear (Y&R), J. C. Penney (Penco), Shulton (NC&K), all 1/8th, Home Savings Bank 1/16th. Radio: Standard Oil of Calif. (BBDO), Busch Beer (Gardner), Continental Airlines (B&B), Chevrolet (Campbell-Ewald).
Chicago	1,200,000	1,000,000	WSNS 10	WMAQ	TV: Falstaff Brewing (Needham, Harper & Steers), Chicken Unlimited (Campbell-Mithun), St. Paul Federal Savings & Loan Assn. (Doremus & Co), Commonwealth Edison (Burnett) and Hygrade Food Products (Doner). Radio: Chevrolet (Campbell-Ewald), Delco Midwest dealers (direct), Gabriel shock absorbers (Post-Keyes-Gardner), General Finance Corp. (Post-Keyes-Gardner).
Kansas City	650,000	650,000	KBMA-TV 8	WIBW 50	TV: Standard Oil of Indiana (D'Arcy-MacManus & Masius). Radio: Guy's Foods (Berrickman), Delco.
Minnesota	1,025,000	1,000,000	WTCN-TV †	WCCO 35	TV: Midwest Federal Savings & Loan (M. R. Boein), Schmidt Brewing (Bates), others TBA. Radio: Midwest Federal Savings & Loan, Schweigert meat products, others TBA.
Oakland	1,000,000	1,000,000	KPIX 3	KEEN 18	TV: Great Western Savings (Eisaman, Johns & Laws), 1/5, Miller High Life (McCann-Erickson), Household Finance (Needham, Harper & Steers), Vitalis (Boclare), Old Spice (Airtime). Radio: Dodge Dealers (BBDO), Long's Drug Stores (Meyers and Muldoon), Reno Chamber of Commerce (May Adv.).
Texas	700,000	700,000	KXAS-TV	WBAP 21	TV: Chevrolet (Campbell-Ewald), 1/6, Delco (Campbell-Ewald) 1/6, Schlitz (Burnett) 1/6, Champion Spark Plugs (J. Walter Thompson) 1/9, TV spot buys by Manor Bread (Bloom Adv.), Frey Meats (Fessel, Siegfried & Muller), Noxzema, Consolidated Cigar, Bristol-Myers, Brak-O and True Value Hardware. Radio: Chevrolet 1/6, Delco 1/6, Schlitz 1/6, Champion 1/9, radio spot buys by Jack-in-the-Box (DDB), Manor Bread, Frey Meats, State Farm Insurance—Dallas-Fort Worth agents, Gabriel shock absorbers (Post-Keyes-Gardner), Southwestern Life Insurance (Tracy-Locke), True Value Hardware.

AL totals \$11,825,000 \$10,825,000

*Rights figures are BROADCASTING estimates of net prices. When team packages its own games, the figure is after talent, production and line charges. Not included in table is NBC's payment for nationally televised*

*games which this year amount to \$18 million under four-year contract that started in 1972.*  
† *Regional network being negotiated.*

ing), Gillette (Moorgate Advertising), Chrysler Corp. (BBDO), STP (McCann-Erickson), Kentucky Fried Chicken (Burnett) and Schlitz Brewing's Old Milwaukee beer (Cunningham & Walsh).

Mutual Broadcasting System's negotiations have been spearheaded by C. Edward Little, president of the radio network, who has been in daily conferences in New York at the office of the baseball commissioner.

"We're trying for a schedule in 1975," Mr. Little said last Wednesday (Feb.

26). "Admittedly, there are some good regional baseball networks, but there are some very large areas throughout the country that are not getting major-league baseball. Mutual with its 675 plus radio stations can give that complete national saturation."

Mr. Little added that other questions, such as whether the game-of-the-week—a series Mutual did several years ago—should be on weekdays or on weekends, were still to be resolved.

"We're just confident we can come

up with a plan and a time that will fill a need for baseball. Our success with National Football League Monday night games and our Notre Dame football coverage prove that capability."

BROADCASTING, as it does each year, touched base in all the major-league cities for a rundown of the 1975 plans of each ball club. Pregame and postgame sponsors are listed in the team capsules that immediately follow; sponsors of the actual play-by-play broadcasts are shown in the league charts below.

## NATIONAL LEAGUE-EAST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,200,000	WGN-TV 15	WGN 24	TV: Hamm's Beer (Dancer-Fitzgerald-Sample), The Yellow Pages (Earl Ludgin), True-Value Hardware (Home Products Adv.), Commonwealth Edison (Burnett), Ford's motorcraft division for batteries (Kenyon & Eckhardt). Radio: Chicago Buick Dealers (Post-Keyes-Gardner), Oak Park Savings & Loan (Connor-Sagers), G. Heileman Brewing for Old-Style beer (Campbell-Mithun) and Tru-Value Hardware.
Montreal	1,000,000	950,000	CBC (English) 43 (French) 13	CFCF (English) 12 CKAC (French) 16	TV: Tremco Inc. building supplies (Liggett), Outboard Marine (Foster), Carling-O'Keefe Breweries (Caledon; Hayhurst), General Motors (Foster), Electro-Home appliances (Kelle), Gillette (McKim). Radio: PepsiCo (Thompson), Texaco (Ronalds/Reynolds), Swift (McCann-Erickson), Steinberg's supermarket chain (Grey), Loto Quebec (direct).
New York	1,500,000	1,500,000	WOR-TV	WHN 25	TV: Schaefer Brewing (Summit), Manufacturers Hanover Trust (Young & Rubicam). Chevrolet Dealers (Campbell-Ewald). Van Wagenen & Schickhaus Frankfurters (Esty). Radio: Household Finance (direct), Schaefer, Getty Oil (DKG), Dairylea (Barlow & Johnson), Astoria Federal Savings & Loan (H. L. Mihic).
Philadelphia	1,600,000	1,600,000	WPHL-TV 3	WCAU 19	TV: Schmidt Brewing (Rosenfeld, Sirowitz & Lawson), Girard Bank of Philadelphia (Aitken-Kynett), American Motors Dealers (Cunningham & Walsh). Radio: Schmidt Brewing, Sun Oil (Wells, Riche, Greene), Tasty Baking (Lewis & Gilman), American Motors Dealers, MAB Paints (Reimer), Girard Bank of Philadelphia, Gino's restaurant chain (Young & Rubicam).
Pittsburgh	1,200,000	1,200,000	KDKA-TV 4	KDKA 49	TV: Pittsburgh Ford Dealers Association (Mel Richman Adv.), Eat 'N Park restaurants, Penn's Choice. Radio: Pittsburgh Brewing (Ketchum, MacLeod & Grove), Pittsburgh Ford Dealers, Union National Bank, Best Feeds, Daily Juice Products, Ziebart undercoating.
St. Louis	1,000,000	800,000	KSD-TV 18	KMOX 115-120	TV: Busch Bavarian Beer (Gardner), Lincoln-Mercury Dealers (Kenyon & Eckhardt), First National Bank of St. Louis (Gardner), Household Finance, American Airlines (DDB), Kentucky Fried Chicken (E. M. Reilly & Associates). Radio: Busch Bavarian, General Finance, Chevrolet (Campbell-Ewald), Famous Bazaar department store, First National Bank of St. Louis, Mizerny Appliances.

## NATIONAL LEAGUE-WEST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTGC 30	WSB 60	TV: Pabst (Kenyon & Eckhardt), Goodyear (Bruce Wert). Radio: Coca-Cola (McCann-Erickson), Chevrolet (Campbell-Ewald), Goody's Headache Powder (Tucker-Wayne), Cotton State Insurance (McRae & Bealer), Delta Airlines (Burke, Dowling, Adams/BBDO), Orkin (OBA), Hormel (BBDO), Trust Co. Bank (Tucker-Wayne), Atlanta Beverage (D'Arcy, MacManus & Masius), Applejack Chewing Tobacco (Stuart-Ford), Bonanza Sirloin Pits, Gabriel shock absorbers (Post-Keyes-Gardner), Delco (Campbell-Ewald), 20-20 Eye Lotion (Tucker Wayne), SSS Tonic (Tucker-Wayne).
Cincinnati	1,560,000	1,560,000	WLWT ?	WLW 112	TV: Hudepohl Brewing (Stockton, West, Burkhardt), Tresler Comet oil (direct), Jake Sweeney Chevrolet (direct). Radio: Stroh Brewing (DDB), Marathon oil (direct), Frisch's Big Boy restaurants (Rollman), First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acomb), Applejack chewing tobacco (Stuart-Ford), Kings Island amusement complex (J. Walter Thompson), Riverside Ford (direct).
Houston	1,000,000	1,000,000	KPRC-TV 21	KPRC 32	TV-radio: Texaco (Benton & Bowles), Chevrolet (Campbell-Ewald), Lone Star Beer (Glenn), Frey meats (Jessel, Siegfried & Moeller), Champion spark plugs, Gabriel shock absorbers (Post-Keyes-Gardner), Rainbo Baking, Noxzema, Texas Commerce Bank.
Los Angeles	1,800,000	1,800,000	KTTV	KABC 15	TV: Schlitz Brewing (Burnett). Radio: Union Oil (Burnett), Farmer John meat products (Pacific West), Datsun Dealers (Parker), Calif. Federal Savings and Loan (Jensen), 1/4 each.
San Diego	710,000	710,000	XETV	KOGO	TV: Arrangements with XETV is being negotiated; sponsors TBA. Radio: Schlitz (Burnett), Culigan Soft Water Dealers, Mission Cable Co., Champion spark plugs (J. Walter Thompson).
San Francisco	1,100,000	1,100,000	KTVU	KSFO 15	TV: TBA. Radio: Standard Oil of Calif. (BBDO), Chevrolet (Campbell-Ewald), each 2/9; Budweiser (D'Arcy-MacManus & Masius), United Airlines (Burnett), each 1/9; U.S. Steel (Compton), Commercial Credit (Doner), Champion spark plugs (J. Walter Thompson), each alternating 1/9.
NL total	\$14,670,000	\$14,420,000			
Maj. league totals	\$26,495,000	\$25,245,000			

## American League-East

### Baltimore Orioles

Despite questions as to who will own the Baltimore Orioles and where they will play some of their home games, broadcast rights-holder National Brewing Co. has not altered its radio-TV plans for 1975. Among the several syndicates making offers to Jerold Hoffberger, owner of the Orioles and whose other holdings include National Brewing Co., are two groups that would play a portion of the home schedule in Washington, the nation's seventh largest TV market.

The uncertainty has not deterred WBAL-(AM) Baltimore from setting up a regional network of at least 25 affiliates. Under its new one-year contract with National Brewing, with options to renew, WBAL will cover the regular season plus 10 to 13 exhibitions, starting March 8.

Chuck Thompson and Bill O'Donnell will be back for both radio and TV.

Adjacency packages for pregame and postgame shows are still being sold, according to James P. Fox, WBAL general manager, who said that in-game sponsorships were five-sixths sold out by mid-February (see page 38), describing the selling as "a little better than last year."

WJZ-TV Baltimore, the television outlet since 1964, plans to carry at least 52 games with more than half in prime time. More may be added, contingent on the Orioles' position in the pennant race. Four stations are being lined up on a regional network.

Arthur Kern, general sales manager of WJZ-TV, indicated that while actual signings have been a bit slower this year, there were more sponsors negotiating for time in the TV line-up.

WJZ-TV has entered into a new multi-year contract with National Brewing, holder of the broadcast rights.

### Boston Red Sox

WHDH-AM-FM Boston, in the final year of a three-year contract with the Red Sox, will broadcast 10 preseason and 162 regular-season games. An additional 50 or so stations throughout the New England area will carry the games.

Ned Martin returns for his 14th year as Red Sox play-by-play man, and Jim Woods will handle the color. Mr. Martin will conduct a 10-minute pregame *Dugout Interviews*, and Mr. Woods will handle the postgame *Baseball Extra*. The station is still negotiating with sponsors for these sidebars.

WSBK-TV, a UHF station in Boston, will replace WBZ-TV Boston as the key station of the Red Sox, having won the rights after a lot of intense bargaining, according to informed sources. It will offer five preseason and 10 or so regular-season games (compared to the 70 games WBZ-TV telecast last year). WSBK-TV will also network these games to six (or probably seven) stations in the New England area.

The new announcing team will be Dick Stockton (play-by-play) and Ken Harrelson (color). No pregame show is planned, but Tom Larson will be host of a post-game *Red Sox Wrap-Up*, which could run as long as 20 minutes. No sponsors have yet been announced.

### Cleveland Indians

WWWE(AM) Cleveland will carry all 162 regular-season games in the last year of a three-year agreement for the team's radio rights, with a network of 18 Ohio and Pennsylvania stations also carrying a full schedule. The station's announcing pair of Joe Tate and Herb Score, former Indians pitcher, will return.

WWWE already is bidding to lead the

league in pregame and postgame shows, with six separately sponsored programs scheduled. Four five-minute pregame shows, *It Happened in Baseball*, *Tribe Talk*, *Inside Baseball*, and *Clubhouse Confidential*, will be aired weekly, along with *Dugout Interviews*, a 10-minute capsule. The last, sponsored by Household Finance, is the only show with announced sponsorship. *10th Inning*, a 10-minute postgame broadcast, will also return.

WJW-TV Cleveland enters its 11th year with the Indians. Television rights have been contracted on a year-to-year basis. The station will carry 40 Indians games, and again will feature Harry Jones and Jim (Mudcat) Grant (another former Indians pitcher) as play-by-play announcers. No pre- or postgame shows are planned, and no other TV stations will pick up WJW-TV's telecasts.

Both WJW-TV and WWWE reported in-game and special program sales are holding up well in the face of economic pressures.

### Detroit Tigers

WJR(AM) Detroit will enter its 23d year with the Tigers and the fourth of a five-year radio rights agreement. The station will carry all regular season games on a network estimated at 50 stations.

Ernie Harwell and Paul Carey will be back to handle the play-by-play chores.

The Tigers begin a five-year TV contract with WWJ-TV Detroit, after a long association with WJBK-TV there. The station, which will handle all TV sales, will telecast at least 46 games in 1975. In previous years, the Tigers retained the rights, doing their own selling. Forty of the TV games will be carried on a regional network of five stations, while six Sunday games will be broadcast in Detroit only, the first time Sunday games have been telecast there.

Veteran Tiger announcer George Kell will be joined by WWJ-TV's Don Kremer for home coverage, while road games will feature Mr. Kell and Larry Osterman of WKZO-TV Kalamazoo, Mich.

The station also acquired pregame and postgame rights, and will carry a 15-minute pregame and five-minute post-game show with each game. No sponsors have been announced.

### Milwaukee Brewers

WTMJ-AM-TV Milwaukee will take over as rights holders to Brewers coverage in 1975 under a one-year contract. WTMJ-AM-TV originated the games last season, but the rights holder was the broadcast division of Jos. Schlitz Brewing Co.

WTMJ will offer 172 games (10 pre-season) and will have a 24-station regional network. Merle Harmon and Bob Uecker will return as the broadcast team. Schlitz (through Leo Burnett) has bought a postgame show on the radio network. A pregame *Hank Aaron Show* has been picked up by Magnavox, for whom the all-time home-run leader, is spokesman.

WTMJ-TV will telecast 30 games (16 prime time, 14 day) and will feed four



**No Buc-passing here.** There are problems in the automotive industry, but the Pittsburgh Area Ford Dealers evidently thinks a double dose of time on KDKA-AM-TV Pittsburgh baseball broadcasts is one cure. Wrapping up arrangements for the television portion are (seated) Frank Castelli, chairman of the board for the dealers association; Barbara King, media director, Mel Richman Advertising, Pittsburgh; (standing, l-r) Jim Ficco, Richman vice president; Pirates General Manager Joe L. Brown, and Richard Wolk, the club's sales manager.

other stations in Wisconsin. Jim Irwin and Gary Bender will do the TV play-by-play and color.

Michael McCormick, vice president and general manager of the stations, last week said that radio and television were 45% sold out with a substantial number of further signings expected to be announced this week.

## New York Yankees

WMCA(AM) New York will begin a three-year contract to carry 162 regular and 10 preseason games of the Yankees. The radio rights to the games were acquired late last year by Manchester Broadcasting Productions Inc., New York, which is producing and selling the broadcasts. Manchester has set up a regional radio network of about 40 stations to carry the Yankee coverage.

Announcing duties on both radio and television will be handled by Phil Rizzuto, Frank Messer and Bill White. Participating this year on the radio coverage will be Dom Valentino, a vice president of Manchester Broadcasting. Mr. Valentino will also be host on a 10-minute pregame show, *Warm-Up Time*.

WPIX(tv) New York, beginning its 25th year of Yankee coverage, is in the third year of a three-year contract. Two preseason and 68 regular games will be telecast this season. The games will be fed to approximately 10 stations. No pregame or postgame telecasts have been scheduled.

## American League-West

### California Angels

For the 15th season KMPC(AM) Los Angeles will carry the California Angels. A regional radio network of 17 stations is being set up. Don Drysdale and Dick Enberg will handle the play-by-play and Dave Niehaus will do the pregame and postgame programs. Pregame and postgame sponsors, include: Champion spark plugs (J. Walter Thompson), J. C. Penney Co. (Penco), Household Finance Corp. (Needham, Harper & Steers), and Disneyland (Vista Advertising) for both the *Angel Warm-Up* and *Angel Report* segments; Midas muffler (Wells, Rich & Greene) for *Angel Hot Line*; Winchell's Donut House (Wilshire Newport), for *Angel Clubhouse*; American Bakers for Langendorf and Barbara Ann bread (A/Media). Other sponsors on participating basis: Arrowhead Puritas Water (N. W. Ayer-Jorgenson-MacDonald), Pacific Telephone and Telegraph (BBDO), Carl's Jr. (Cochrane Chase), Fotomat (General Media Services), and Day and Night Air Conditioning (N. W. Ayer-Jorgenson-MacDonald).

KTLA(tv) Los Angeles will telecast the Angels for the 12th year. No regional network is planned for four preseason and 26 regular-season TV dates. Messrs. Drysdale, Enberg and Niehaus will also handle television.

Gene Autry, chairman of the board of KMPC and KTLA (Golden West Broadcasters) is also chairman of the Angels.



**At bat again.** Harold W. Greenwood Jr., president of Midwest Federal Savings & Loan, Minneapolis-St. Paul, shakes hands with Phil Lewis (r), general manager of WCCO(AM) there, sealing the agreement that will keep the Minnesota Twins on that station and its regional network. Midwest Federal's radio-TV rights contract with the club is one of the longest in baseball, extending through 1979. Looking on are Clark Griffith (l), Twins vice president, and Mike Bolin, M. R. Bolin Inc., Midwest's advertising agency.

## Chicago White Sox

WMAQ(AM) Chicago will cover nine preseason and 162 regular games of the Chicago White Sox. WMAQ is in the first year of a two-year contract. No decision has been made on a regional network.

Harry Caray will be the principal announcer, assisted by Bill Mercer. No sponsors have been cleared yet for Mr. Caray's 10-minute pregame program and Mr. Mercer's 10-minute postgame show.

Mr. Caray also will handle the Sox telecasts on WSNS(tv) Chicago (the ball club holds the TV rights and does the selling). Assisting Mr. Caray on TV will be J. C. Martin.

WSNS will carry 125 regular season games, feeding 10 out-of-the-area TV stations. Mr. Caray will conduct a 15-minute pregame and Mr. Martin a 10-minute postgame show. Sponsors are not yet set. Production of games is handled by a unit of WGN-TV Chicago.

## Kansas City Royals

For the first year of a new three-year contract, WIBW(AM) Topeka, Kan. will take over to carry the Kansas City Royals' regular schedule plus pregame and postgame shows that will be fed to a network of 50 radio stations. Sponsors for the pregame and postgame segments are to be announced. Announcers will be Bud Blattner, Denny Matthews and Fred White.

For the fourth consecutive year, KBMA-TV Kansas City, will carry the Royals' games. A network of eight stations, same as last year, and 35 road telecasts are planned. Sponsors for pregame and postgame shows are to be announced. In addition to Messrs. Blattner and Matthews on play-by-play, Gene Osborne will be on the TV postgame *Scoreboard* show.

## Minnesota Twins

WCCO(AM) Minneapolis-St. Paul is setting up business as usual for the Twins radio coverage under the station's agreement with Midwest Federal Savings and Loan Association there. Midwest will be

in the third year of its seven-year contract for radio-TV rights of the baseball club.

WCCO will broadcast the full regular season with some exhibitions to be announced. It will feed a network of 35 other stations with the majority carrying all the games. Herb Carneal will be back for play-by-play with the second announcer to be named.

WCCO is offering spot announcements within the Twins play-by-play, the manager's pregame broadcast and the *Scoreboard Show* after the games. Commercials rotate throughout all three and are being sold in 30-second and one-minute lengths.

The radio station is also intensifying its merchandising-promotion support of sponsors by establishing a Twins ticket-allowance plan, setting up a VIP sponsors box at games and offering a World Series excursion.

The Twins' television will be returned this season to WTCN-TV Minneapolis-St. Paul after a two-year stay at WCCO-TV there. WTCN-TV will telecast 46 away and four home games, most in prime time. Twelve stations are being contacted for a regional network.

Veteran network sportscaster Ray Scott, who has joined the station as associate sports director, will do TV play-by-play with Larry Calton, who worked on both the radio and television sides during the 1974 season, doing color.

WTCN-TV is considering the addition of some preseason telecasts and is working on two postgame shows, one by Mr. Scott from the stadium and a *Scoreboard* program from the station.

## Oakland Athletics

KEEN(AM) San Jose, Calif., in the Bay area, will carry the Athletics' full schedule for the fourth year this season, as well as 20 exhibition games including two with the San Francisco Giants, March 19 and 20, and a "World Series" competition with the Los Angeles Dodgers April 3 at Mesa, Ariz. (The A's defeated the Dodgers last fall for the world championship). Radio announcers will be Monte Moore and Jon Miller.

Pregame and postgame broadcasts are locally sponsored on each network radio station. A postgame show on KEEN will

**Wold wall-to-wall.** Robert Wold Co., Los Angeles, possibly will handle as many as 20 major league baseball radio facilities when all station decisions have been finalized. As of the end of February, the company had contracts to buy and administer long-line facilities with 19 baseball network flagship stations, including 14 that previously had been handled by Hughes Television Network.

RWC also has been awarded worldwide radio broadcasting rights by both major leagues for the 1975 playoffs. The two playoff series, which match up the Eastern and Western division champions of each league, begin Oct. 4 and Oct. 5. This is the fifth year that RWC has packaged the National League playoffs; the second year for the American League games.

RWC also has been appointed to organize and administer regional baseball networks for two major league baseball origination stations: WHDH(AM) Boston for the Boston Red Sox, and WCCO(AM) Minneapolis-St. Paul for the Minnesota Twins.

For the handling of long-line facilities, RWC has contracts with the following:

WNEW(AM) New York, New York Mets; WMCA(AM) New York in association with Manchester Productions, same city, New York Yankees; WHDH(AM) Boston, Boston Red Sox; WMAQ(AM) Chicago, Chicago White Sox; WJR(AM) Detroit, Detroit Tigers; WBAP(AM) Fort Worth-Dallas, Texas Rangers; WIBW(AM) Topeka, Kan., Kansas City Royals; WSB(AM) Atlanta, Atlanta Braves; KDKA(AM) Pittsburgh, Pittsburgh Pirates; WLW(AM) Cincinnati, Cincinnati Reds; KABC(AM) Los Angeles, Los Angeles Dodgers; KOGO(AM) San Diego, San Diego Padres; WWE(AM) Cleveland, Cleveland Indians; KEEN(AM) San Jose, Calif., Oakland Athletics.

And KMPC(AM) Los Angeles, California Angels; KSFO(AM) San Francisco, San Francisco Giants; WCCO(AM) Minneapolis-St. Paul, Minnesota Twins; CFCF(AM) Montreal, Montreal Expos (English language); CKAC(AM) Montreal Expos (French language).

be sponsored by Hayward Dodge.

For the third year, the A's will be carried by KPIX(TV) San Francisco, which, in turn will feed a four-station network in California and Nevada. Plans are for 37 telecasts. Announcers will be Messrs. Moore and Walter. Sponsors for pre-game and postgame broadcasts are to be announced.

## Texas Rangers

As the Rangers' fortunes turned upward on the field last season, so has the radio-television outlook for 1975.

WBAP(AM) Fort Worth-Dallas will be back to cover 172 games in the exhibition and regular season, feeding 21 other outlets in Texas, Louisiana, Arkansas and Oklahoma. Also returning will be Dick Risenhoover to handle six innings of each game and Bill Merrill to do three innings.

KXAS-TV Fort Worth-Dallas will cover 23 away games. Last year, as WBAP-TV, the station was the Rangers' TV originator. Mr. Risenhoover will handle all the TV play-by-play. A color man is to be selected.

Pregame and postgame programs on radio and television will be sponsored on alternate games by Coca-Cola and Dr. Pepper and by the Dallas County Chevrolet Dealers and Tarrant County Chevrolet Dealers.

The City of Arlington, Tex., through a separate corporation, holds the broadcast rights to the Rangers under a 10-year agreement that commenced with the franchise switch from Washington to Texas in 1972. From a ragged start in the first two seasons, the Rangers' broadcast picture has improved in the last two seasons. This was underscored last week by Roy M. Parks, sales manager-public relations director of the City of Arlington Entertainment Division:

"Our package this year is priced exactly double that of the 1974 package. And in

at least three categories we have had competing sponsors battle down to the wire for a sponsorship position. We have not lost a sponsor yet that we had last year, despite the increased costs."

## National League-East

### Chicago Cubs

WGN-AM-TV Chicago is entering the last year of its five-year contract for radio and television rights to the Cubs games. On radio, WGN will broadcast 10 pre-season and all 162 regular-season games, serving as the linchpin of a 24-station network in Illinois, Indiana, Kentucky and Missouri.

Returning will be Vince Lloyd to do the play-by-play, and Lou Boudreau the color. Mr. Boudreau will preside over the dugout interviews on a 10-minute pre-game *Leadoff Man*, and Mr. Lloyd will do the honors on the 10-minute post-game *Scoreboard*. The latter show still hasn't yet been taken by sponsors, but part of *Leadoff Man*'s tab will be picked up by La Margerita, a local restaurant (La Raza Advertising, Chicago). Station sources reported that business is slower than usual this year because some prospective advertisers are voicing reluctance to make the extensive commitment that a full season of baseball would require.

WGN-TV Chicago has lined up 15 stations in Illinois, Wisconsin, Indiana, Iowa and Nebraska for 37 Cubs games. Twenty-one will be Sunday games, 13 will be night road games and three holiday contests are scheduled. For Chicago-area viewers, WGN-TV will telecast 148 of the team's games, including all 81 home games.

Jack Brickhouse (play-by-play) and Jim West (color) are the announcers again this year, with Mr. West as host of the 10-minute pregame *Leadoff Man* and

Mr. Brickhouse doing the 10-minute postgame *The Tenth Inning*. Danley lumber (Rocklin Irving Associates) has bought into *Leadoff Man* and Household Finance Co. (Needham, Harper & Steers) has signed for *The Tenth Inning*.

## Montreal Expos

CFCF(AM) Montreal will be the originating English-language station for the Montreal Expos games on radio, with a network of 17 affiliates, including five American stations. Key outlet for the French network will again be CKAC(AM) Montreal, with 16 affiliates. Most radio affiliates will carry all 162 regular-season games, along with a 15-minute pregame and a 10-12-minute postgame show for most games. No television pre- or post-game coverage is planned.

The radio announcing line-up, like its television counterpart, is unchanged from 1974: French-language play-by-play will be handled by Jacques Doucet and Claude Raymond, while the English stations will feature Dave Van Horne and Russ Taylor.

CBC begins an exclusive six-year-television rights agreement with the Expos this season, and will televise 20 games, most on Wednesdays and Saturdays. Those games will be carried by 43 English and 13 French stations in Canada.

Both the English and French-speaking television announcing teams will return intact this season, with Dave Van Horne and Duke Snider, and Guy Ferrier and Jean-Pierre Roy handling the respective languages.

Sales for Expos baseball have been generally good, but the CBC sales staff said tight money has been principally responsible for a slight slowdown. Most painful has been the loss of American Motors, a major sponsor in past years.

Network research has shown that 40% of an average Expos television audience is female, a statistic that is beginning to help expand sales possibilities somewhat. A spokesperson points out that the team's French-language outlets have generally done better than its English stations, as the team's principal support has remained in Quebec.

## New York Mets

WNEW(AM) New York will start a three-year contract with the Mets, replacing WHN(AM) New York as the originator of Mets broadcasts. WNEW will broadcast nine pre-season and 145 regular-season games including those at night and on weekends (WNEW has arranged for WRVR[FM] New York to carry the remaining 17 day contests). The Mets will have a regional line-up of about 25 stations in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida.

Play-by-play announcers on radio and television will be Lindsey Nelson, Bob Murphy and Ralph Kiner.

WOR-TV New York will start its 14th season of Met telecasting in 1975. The station will be holding TV rights in the

second year of a three-year contract. WOR-TV plans to carry three preseason and 120 regular-season games. The station will carry a postgame *Kiner's Kiner* program but has no sponsors.

## Philadelphia Phillies

Going into the third year of a three-year contract, WCAU(AM) Philadelphia will broadcast 16 exhibitions and 162 regular-season contests. The Phillies will have a regional radio network of 19 stations in New Jersey, Delaware and Pennsylvania.

The announcing duties again will be performed by Byrum Saam, Harry Kalas and Richie Ashburn. There will be pre-game and postgame programs but details have not been set. The radio team also will provide the TV coverage.

WPHL-TV Philadelphia is entering the final year of a five-year pact. The UHF will telecast two preseason and 68 regular-season games. Three other Pennsylvania stations will pick up the TV coverage. The radio team will handle the television play-by-play and color.

There will be a 15-minute pregame *Richie Ashburn Show* and a 10-minute *Tenth Inning* program spotlighting Bob Bradley.

## Pittsburgh Pirates

The Pirates will set sail again with KDKA-AM-TV Pittsburgh under an agreement between the club and the rights owners, Pittsburgh Brewing Co. (one-third) and Westinghouse Broadcasting (two-thirds), licensee of the stations. It's the second season of a three-year rights contract.

KDKA will broadcast 15 exhibitions and the regular-season schedule. Coverage will be fed to a regional network of 49 other stations. It will once again be Bob Prince on play-by-play and Nellie King on color.

Pregame sponsorships have been sold to Joe Ziskind (general maintenance-home repairs), State Farm Mutual Insurance and Household Finance Corp. Other adjacencies have been taken by Gabriel shock absorbers and Homelite Products.

Warren L. Maurer, general sales manager of KDKA, said that selling this year has been more complex by economic uncertainties. "There is a reluctance on the part of sponsors to commit themselves to six months' time," he added. "There seem to be more sponsors, but the buys are smaller."

KDKA-TV plans to cover one preseason game and 38 regular-season road games. The network will once again include four other stations in western Pennsylvania and West Virginia. The Prince-King combination is to do the announcing.

KDKA-TV said that the number of TV dates will be expanded if the Pirates come on strong in the stretch.

## St. Louis Cardinals

KMOX(AM) St. Louis will stay on as the originator of the Cardinals' radio coverage with plans for 29 exhibitions, starting next Saturday (March 8), and all

regular-season games. The regional radio network is again expected to be between 115 and 120 stations in 10 states. Perennials Jack Buck and Mike Shannon will do play-by-play and color, respectively. Bob Starr, of KMOX, will be in the radio booth when Messrs. Buck and Shannon double on the TV side.

KSD-TV St. Louis will return for the 14th consecutive year to do one exhibition and 30 regular-season road telecasts. Eleven are Sunday dates, 19 are to be in weekday prime time. An 18-station regional network is being set up for many of the games. KSD-TV Sports Director Jay Randolph will handle play-by-play and will be joined by Mr. Buck and former Cardinal Shannon.

Adjacency programming on KSD-TV includes pregame and postgame interview shows by Mr. Randolph and another pregame broadcast by KSD-TV sports-caster Ron Jacobs.

Tony Bello, general sales manager of the TV outlet, reported a return en masse of 1974 sponsors (see page 39) and said that KSD-TV expects confirmation soon of buys by an oil company and a local utility.

The Cardinals are under the same ownership as Anheuser-Busch, a major sponsor of the Cardinals' broadcasts.

## National League-West

### Atlanta Braves

WSB(AM) Atlanta will be back for the 10th year, covering Dixie like the dew with 10 exhibitions and the full regular season of the Braves. The games will be fed to a 60-affiliate network.

Returning for play-by-play and color will be Milo Hamilton and Ernie Johnson. Mr. Johnson is director of broadcasting for the Atlanta Braves Inc., which retains the radio rights and does its own selling. WSB enters the first year of a new five-year contract in which it handles the broadcast end.

Last year's principal sponsors of pre-game and postgame radio programs, Atlanta Beverages and General Finance Corp., will continue in that role.

The Braves' television rights are held by WTCG(TV) Atlanta, which goes into the third year of a five-year contract. The independent UHF's formula last season must have worked well; it will be reapplied in 1975. Two preseason and 52 season games will be carried. All will be road dates and 30 will be in prime time. Messrs. Hamilton and Johnson will also work the TV side. The Atlanta Braves TV Network will number 30 affiliates.

Ten of the TV dates will have pre-game programs; 42 will carry postgame shows. Final details of those of the adjacencies' sponsorship is still being negotiated, according to Sidney Pike, vice president and director of television operations, Turner Communications Corp., WTCG licensee.

### Cincinnati Reds

WLW(AM) Cincinnati, in the second

year of a three-year contract, will be the key for a 112-station Reds' baseball network reaching 85 markets, including Indianapolis and Terre Haute, Ind., both new this year. The five states covered will be Ohio, Indiana, Kentucky, Virginia and West Virginia. WLW will broadcast all 25 preseason and all 162 regular-season games again this year.

Marty Brenneman (play-by-play) and Joe Nuxhall (color) are the announcers. Mr. Brenneman and Sparky Anderson, the Reds manager, will collaborate on the first of two pregame shows, *The Main Spark*. The second pregame show, *Turf Side*, features Mr. Nuxhall in dugout interviews. Two postgame shows are also on tap: *Star of the Game*, with Mr. Nuxhall again doing the interviewing, and *Scores and Comments*, conducted by Mr. Brenneman. The four shows run 10 minutes each.

Rotating sponsors in the pregame and postgame programs are Security Moving and Storage Co. (Yeck & Yeck, Dayton, Ohio), Dodge Dealers of Cincinnati (BBDO), Chrysler-Plymouth dealers (Young & Rubicam), Cincinnati Milk Sales Association (Midland), Blue Cross/Blue Shield of Southwest Ohio (Oppenheim/Herminghausen/Clarke), *The Cincinnati Enquirer* (Stockton West/Burkhart), Burkhardt's men's store (J. S. Freedman), Jamboree sporting goods (direct), International Harvester trucks, tractors and mowers (Holland Co.), Mutual of New York (direct), West Shell realtors (Midland), Gabriel shock absorbers (Post-Keyes-Gardner), Carrier air-conditioners (direct), Firestone Tire and Rubber (direct) and Applejack chewing tobacco (Stuart Ford Inc., Richmond, Va.).

WLWT(TV) Cincinnati, also in the second year of a three-year contract with the Reds, will serve as feeder station for a 12-station network in Ohio, Indiana, West Virginia and Kentucky. This year's TV schedule calls for one preseason home game, two regular-season home games and 32 regular-season away games. A TV play-by-play announcer is still to be selected, but Woody Woodward will do the color. No postgames show is planned, but Mr. Woodward will host a still-untitled pregame show that will be aired only before Saturday and Sunday afternoon games, and will be sponsored by Brewer Cote, a blacktop sealer (direct).

## Houston Astros

KPRC-AM-FM Houston will be back for the fourth year offering a Texas-size serving of Astros baseball.

The club, as Houston Sports Association Inc., retains its radio-TV rights, packaging and selling the broadcasts. The new director of broadcasting and marketing for the club is Gary Rollins, who prior to a 16-month association with the parent Astrodomain Corp., was with McCann-Erickson for 13 years.

KPRC will cover 182 games, including 20 exhibitions, and will key a radio network of 33 stations in four states. Gene Elston and Loel Passe will return for

both radio and TV play-by-play.

KPRC-TV will telecast two exhibits and 28 regular-season games. A new wrinkle will be that 16 of the 30 dates will be in prime time in Houston. The remaining 14 TV games will be weekend games that will be beamed to the other 22 stations in two states that are in the Astros' TV line-up.

## Los Angeles Dodgers

The Los Angeles Dodgers for the second consecutive year will be carried by KABC(AM) there, which will also feed the games to a 15-station network. Announcers for the play-by-play and the pregame and postgame shows will be Vin Scully and Jerry Doggett.

Pregame sponsorship will be split between Pepsi Cola Bottling Co. of Los Angeles (Brown, Clark, Elkus & Moses) and Schlitz Brewing Co. (Leo Burnett). Postgame sponsors will be McDonald's (Davis, Johnson, Mogul & Columbattio and Union Bank (Weinberg), each one-half.

For the 17th year, KTTV(TV) Los Angeles will carry the Dodgers games as well as exhibitions. Pregame sponsors are the same as those for KABC. For the postgame show, KTTV has McDonald's and Sears, Roebuck & Co. (Star Advertising) in place of KABC's Union Bank.

## San Diego Padres

KOGO(AM) San Diego will be back for the seventh year to cover the regular-season schedule plus 22 exhibitions of the Padres. Announcers again will be Jerry Coleman and Bob Chandler.

Pregame and postgame sponsorships will be alternated by PSA airline (Clinton Frank) and Pepsi-Cola (BBDO).

The Padres again are late in setting up their TV for 1975. It was indicated just last week XETV(TV) Tijuana, Mexico-San Diego would be back for TV.

## San Francisco Giants

For the 18th season, KSFO(AM) San Francisco will carry the Giants regular-season schedule plus 10 training games. KSFO again will feed the games to a regional network of 15 stations. Announcers for the play-by-play and pre-games and postgames will be Al Michaels and Art Eckman.

Pregame and postgame sponsors are Alpo dog food (Weightman Advertising), Langendorf bread (A/Media Ltd.), and Marine World (Pritikin & Gibbons).

KTVU(TV) Oakland-San Francisco will carry the Giants for 22 games, including two preseason, in the final year of a six-year contract (renewal of which is in negotiation). Sponsors are to be announced. TV announcers are to be Gary Park and Al Michaels.

(This "Special Report" was prepared by Fred Fitzgerald, senior editor, Washington, and includes files from bureaus.)

## Broadcast Journalism

# FCC: 'Pensions' ruling didn't break new ground in fairness

Commission answers briefs filed in appeals court last January; unusual alliances are being formed by groups opposing decision

"Despite all the attention it has attained," the FCC says of the NBC *Pensions* case in a brief filed with the U.S. Court of Appeals, "this is not an unusual case, save for the fact that the commission rarely rules against a broadcaster under the fairness doctrine."

The pleading was filed as a reply to briefs that NBC and its backers had submitted in January in connection with the rehearing the full bench of the D.C. circuit has granted in the case (BROADCASTING, Jan. 27).

A three-judge panel of the court last September, by a 2-to-1 vote, had reversed a commission decision holding that NBC had erred in asserting that *Pensions: The Broken Promise* did not raise a fairness issue. The court agreed to reconsider the matter on a petition filed by Accuracy in Media, the original complainant in the case.

To the commission, the case does not represent the breaking of new fairness-doctrine ground. NBC had argued that the standard of determining reasonableness on the part of a licensee is different in the context of investigative journalism—which the *Pensions* documentary was—from that in other areas of programming. But the commission, in its brief, said there is and always was only one fairness doctrine that applies to all areas of programming: "the need for balance in presenting viewpoints does not diminish because the program involves investigative reporting."

The major point on which NBC relies, and on which the appeals court panel overturned the commission's decision, was the assertion that the commission substituted its judgment for the licensee's rather than applying the test of reasonableness. But the commission said this is not what it did.

NBC argued that the program does not raise a fairness issue since it deals only with "some problems of some pension plans." And the commission conceded that the program does that; but it said that the program does more—that, as AIM contends, it also dealt with the over-all performance of the private pensions system, and from a particular point of view. NBC, the commission said, was unreasonable in denying the program presented such a point of view.

The case has forged what seem to be strange alliances, with citizen groups lining up with the FCC and the conservatively oriented AIM. And both AIM, in its brief, and the United Church of Christ, in a friend of the court brief,

were as one in disputing the argument of NBC and its supporters, including the Society of Professional Journalists, the *New York Times*, and Radio Television News Directors Association, that a court decision affirming the commission's ruling would deal a serious blow to broadcast journalism; the danger, they said, runs in the other direction.

"A ruling adverse to the commission in this case will achieve the precise result the fairness doctrine was intended to prevent," AIM said. "It will place in the hands of private parties control over the public's right to know. All to encourage broadcasters to perform a function which it is their duty to perform."

UCC said it views the case "as an attempt by NBC to so expand the area of licensee discretion as to destroy the fairness doctrine in all but name." In place of "the objective tests" the commission uses to determine whether a fairness-doctrine issue has been raised (Is the issue substantial? Controversial?) "NBC would substitute the subjective judgment of its executives as to what is 'newsworthy,'" UCC said. "A perfunctory reference to opposing viewpoints could replace the healthy competition of ideas which the First Amendment demands."

## Group set up to study fair trial-free press

Twentieth Century panelists will extend 1967 findings published by Friendly, Goldfarb

A panel of journalists and legal scholars has been appointed by the Twentieth Century Fund, a New York-based research foundation with a special interest in public-policy issues, to study the problems of assuring fair trials for defendants without imposing unconstitutional restrictions on the freedom of the press.

The fund has in the past sponsored substantial similar research in this area, which culminated in 1967 with the publication of *Crime and Publicity*, by Alfred Friendly and Ronald L. Goldfarb, which studied the issues of fair trial and free press. The newly commissioned study will examine developments since the previous effort, and will begin its work with a background paper being prepared by Alan Barth, former editorial writer for *The Washington Post*.

The Task Force on Justice, Publicity, and the First Amendment, as the group will be called, is to be headed by Abraham S. Goldstein, dean of the Yale Law School, and will include Stephen Barnett, professor of law, University of California at Berkeley; Joseph A. Califano Jr., attorney, Washington; Lenora Carter, editor and publisher, *Forward Times*, Houston; Stanley H. Fuld, former chief judge of the court of appeals of the state of New York and present chairman of the National News Council; Stephen Hess, The Brookings Institution, Washington; C. K. McClatchy, vice president and executive editor, McClatchy Newspapers, Sacramento, Calif.; Abraham D. Sofaer, professor of law, Columbia University Law School; Carl Stern, NBC News,